

ON OUR COVER

The BERNINA Hoop Frame

Designed for minimal space requirements, the BERNINA Hoop Frame features innovative clamps that maximize the quiltable area.

4 Members' Favorite Benefits

Are you using your FabShop membership to the fullest? Review the many benefits, see if you're missing anything, and start taking advantage today.

6 Promotional Calendar Ideas

Use these calendars to help you plan themed events and classes in your shop.

10 SAVVY BUYER

Training and Retaining Employees

Key to keeping your business thriving is preparing your staff to meet the needs of customers and help them feel welcome. Capi Saxton explains how.

12 THE FINE PRINT

Ever-Changing Legal Issues in Small Business and AI

Brian Powers updates issues he's written about in recent columns as well as the latest in artificial intelligence in small business.

16 TAKE CHARGE

What the Loss of Joann Stores Could Mean for Us

Lisa Furleigh looks at the upsides and the downsides of the demise of Joann, and how to fill the gaps—before someone else swoops in to do it.

18 SELLING SEWING MACHINES

Positioning Your Shop for Success in the Post-Joann Landscape

You have a golden opportunity to redefine your role in the marketplace after the closing of Joann stores. Amy Baughman offers tips for how to do so.

20 Advertiser Index

22 Top 3 Best-Selling Notions

Compare your inventory with these top-selling notions and tools. If you're missing any of these, you may be missing out on sales.

24 PROFITABLE PROMOTIONS

Virtual Shop Hops PLANNING, PARTICIPATING, AND PROFITING

Deb Messina interviews two shopowners on how they use virtual shop hops to increase their visibility, boost sales, and build customer loyalty.

30 TECHTALK

Upgrading Your Classroom Technology

Cheryl Sleboda recommends technologies you can add to your classroom to help fill it up with teachers and students who are delighted to be there.

34 108"-Wide Backing Fabric

Introducing the latest wide backs in a range of styles, patterns, and themes, along with a downloadable customer handout of many uses for this fabric.

36 Fabric Finds, 2025

There's something for everyone in the fabric collections previewed here, drawing inspiration from the sea, the garden, the forest, and more.



Vice-Versa Table Topper by Lori Holt, It's Sew Emma 24" x 24", pg. 41

42 SOCIAL CONNECTION

Schedule Social Media Posts in Advance with Meta Business Suite

How would you like to stop thinking each day about what to post on your Facebook and Instagram? Cheryl Sleboda explains how to do just that with Meta Business Suite.